



MARINE CORPS RECRUITING COMMAND

31 Jul 07

**MajGen (Sel)
Tryon**

WINNING THE FIGHT



RECRUITING THE WORLD'S FINEST WARRIORS



MARINES
THE FEW. THE PROUD.

MISSION

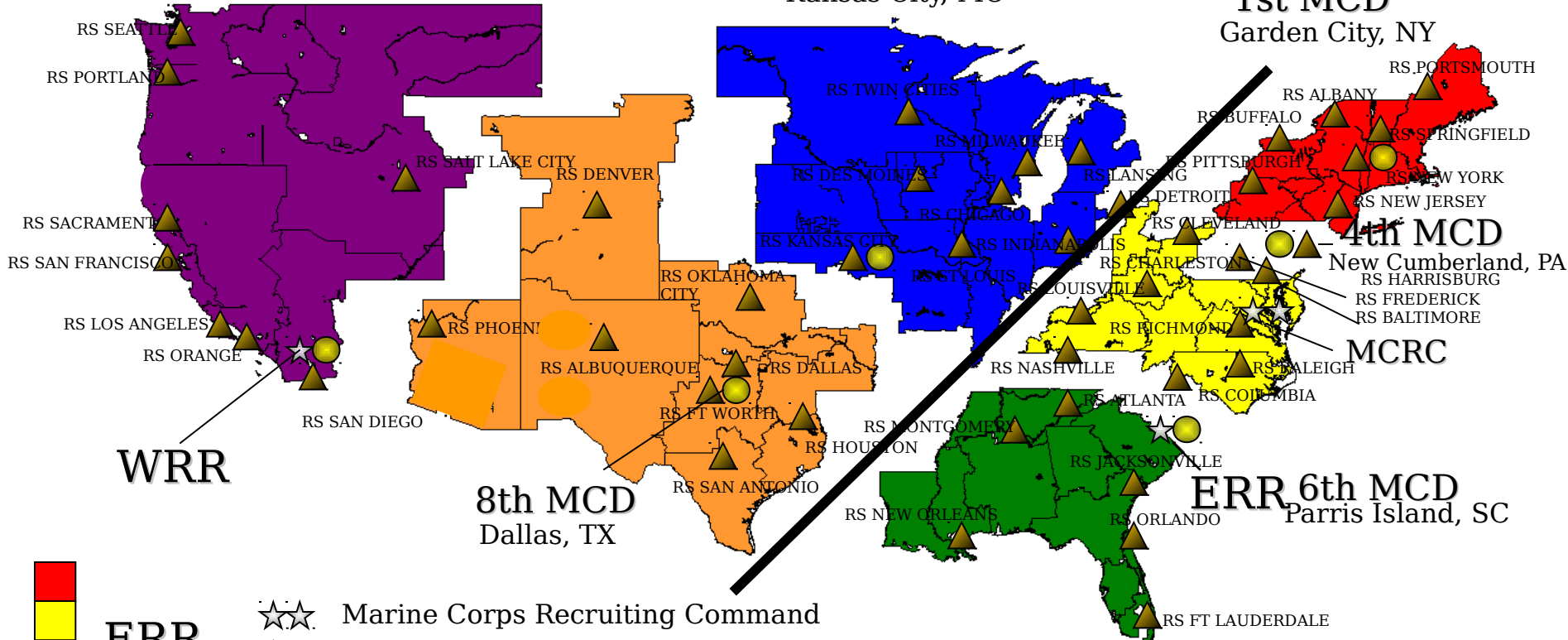
- **Marine Corps Recruiting Command will contract and ship (accessions) the required enlisted and officer personnel in FY07 to support the Marine Corps' Total Force end-Strength.**
- **STRATEGIC IMPLICATIONS**

Marine Corps Recruiting Command "Area of Operations"

12th MCD
San Diego, CA

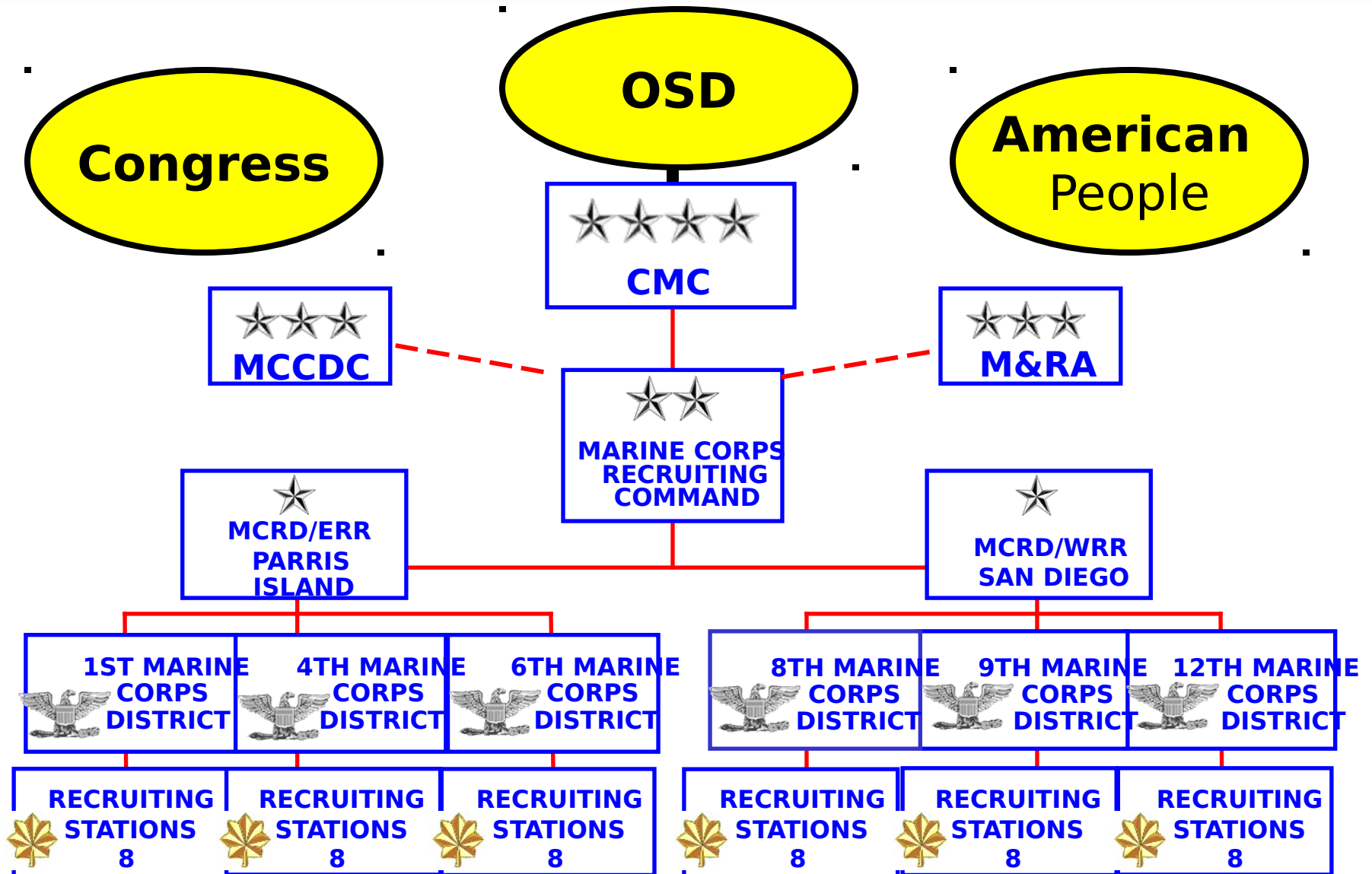
9th MCD
Kansas City, MO

1st MCD
Garden City, NY



Total Facilities: 1476
Total Vehicles: 3200
Total Personnel: 3433

UNITED STATES MARINE CORPS

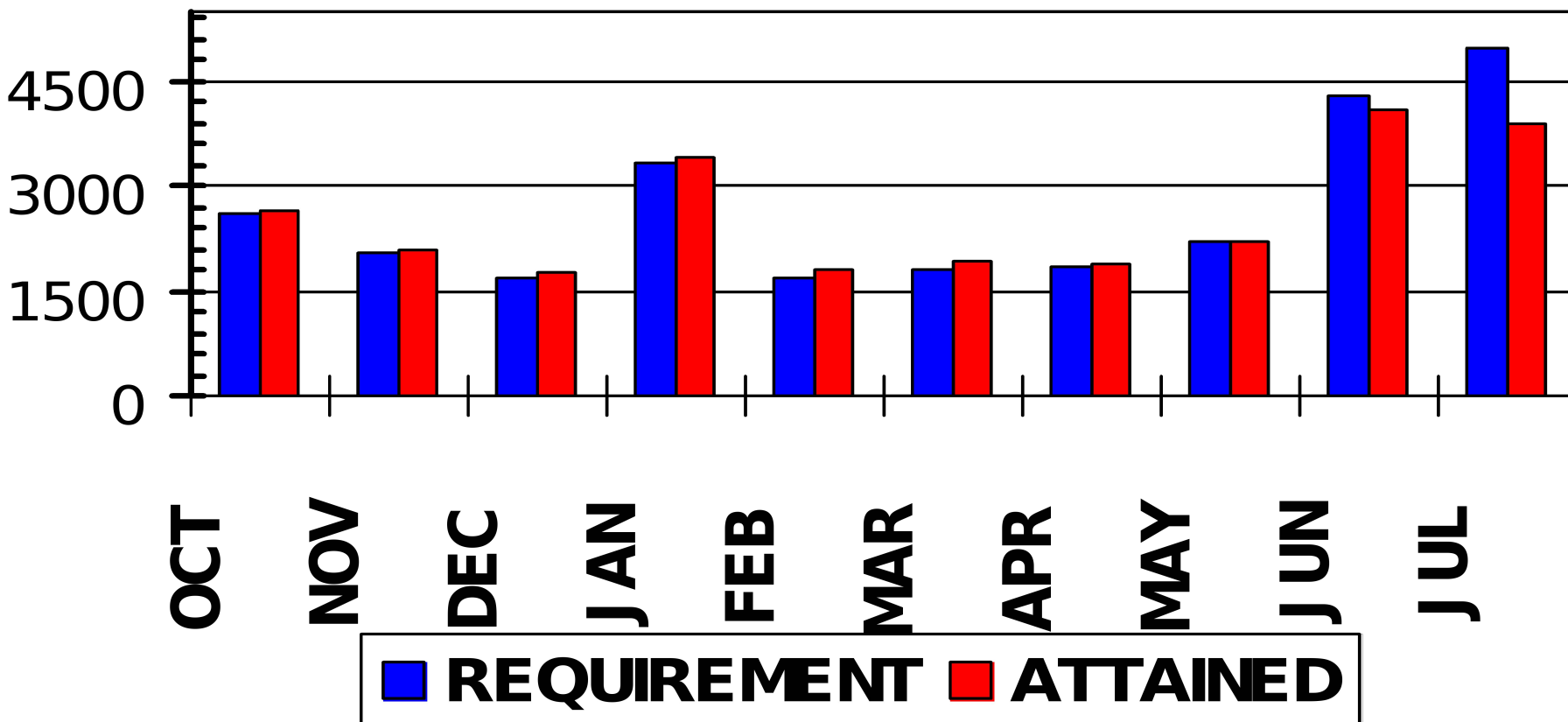


THE RECRUITING ENVIRONMENT...

- **WARTIME RECRUITING...** increasingly unpopular war
- **COMBAT CASUALTIES...** “thousands” KIA
- **POLITICAL ELECTIONS...** partisan politics
- **MEDIA AND CNN FACTOR...** mostly negative
- **HIGHER EDUCATION...** more to college
- **SOLID ECONOMY...** job opportunities
- **QUALITY...** renormed ASVAB and home-school
- **DECLINING YOUTH PROPENSITY...** “what’s best for me?”
- **LOW SUPPORT AMONG INFLUENCERS...** “not for you/
not my child”

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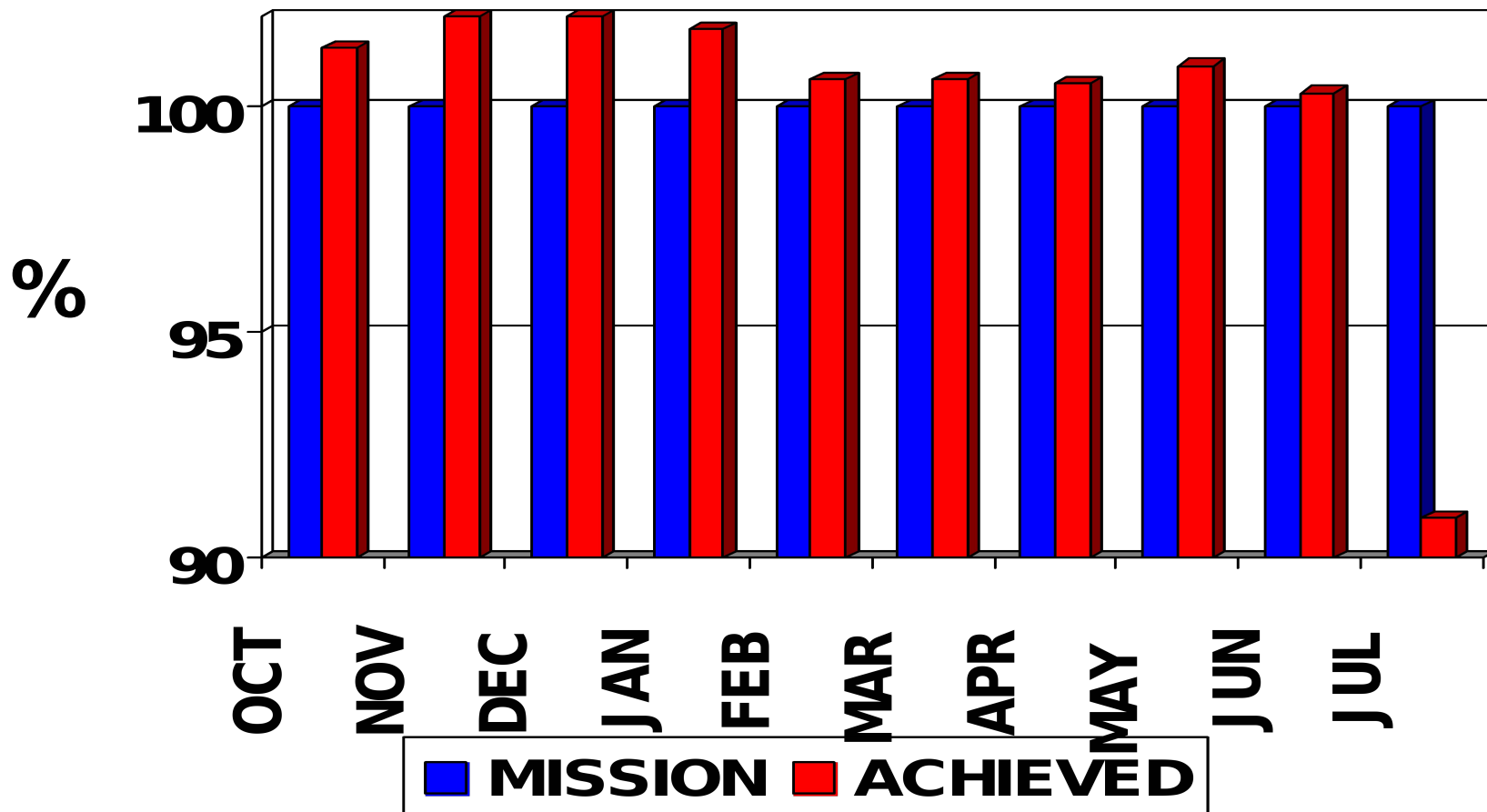
REGULAR SHIPPING FYTD 07



| | |
|-------------------|--------|
| SHIPPING | 101.8% |
| SHIPPED - TIER 1 | 94.7% |
| SHIPPED - I-III A | 66.2% |

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CONTRACTING FYTD 07



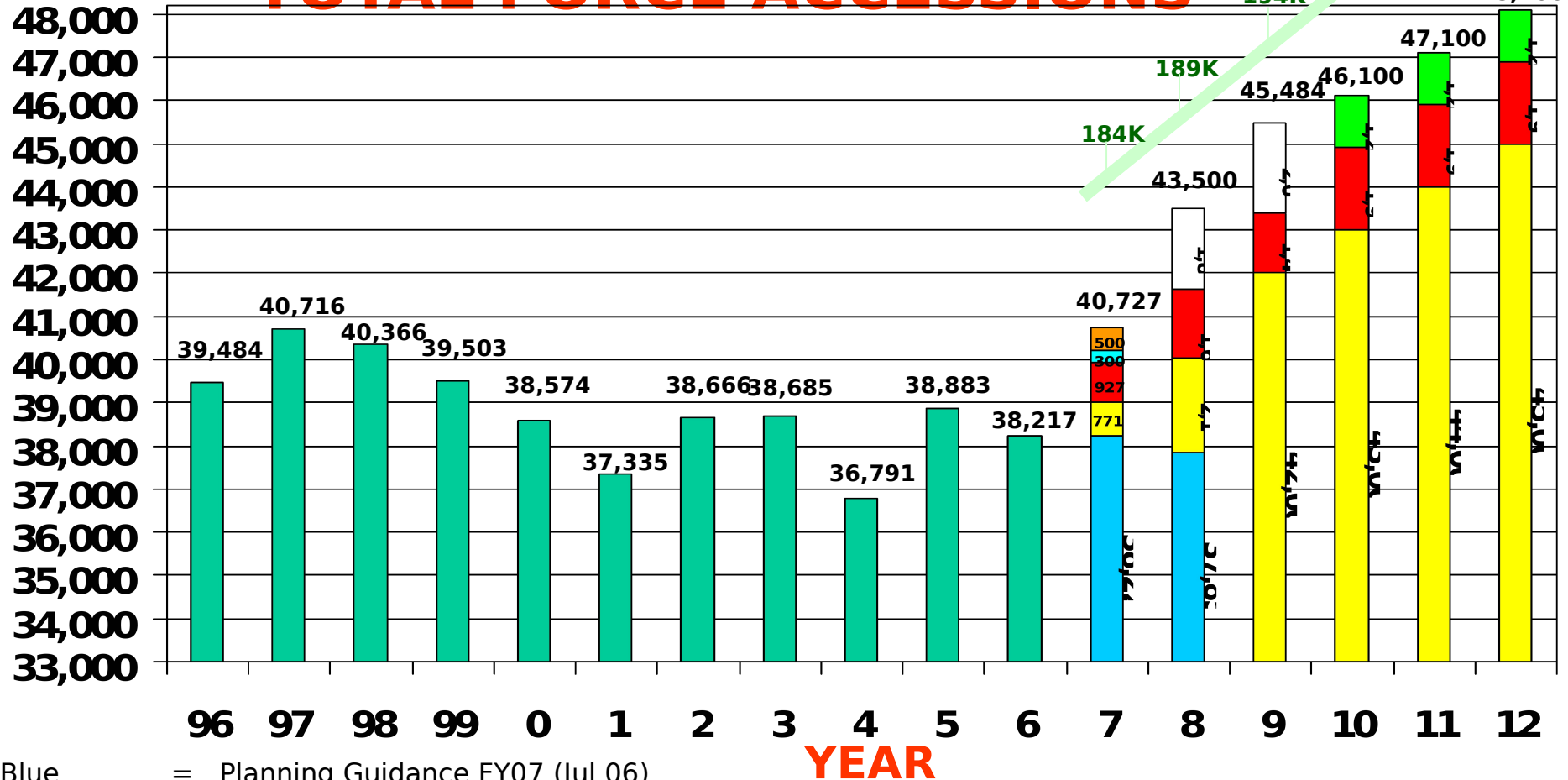
CONTRACTING: 101.1%

CONTRACTED - TIER 1: 96.2%

CONTRACTED - I-III A: 66.1%

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TOTAL FORCE ACCESSIONS



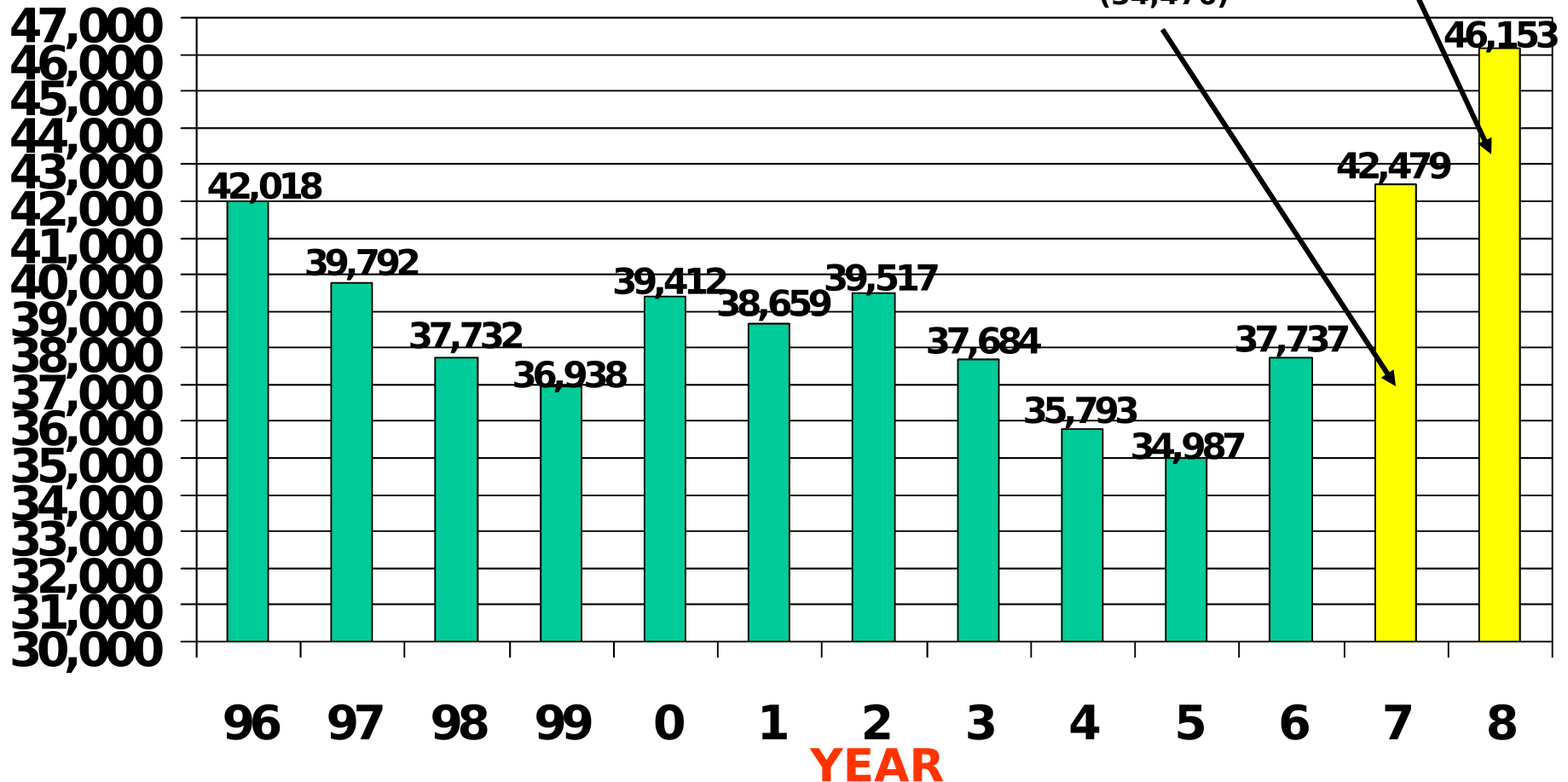
- Blue = Planning Guidance FY07 (Jul 06)
- Yellow = FY07 Manpower Accession Plan, Memo-01
- Red = FY07 Manpower Accession Plan, Memo-02
- Red Slash = Planning Guidance FY08 (Jun 07)
- Aqua = FY07 Manpower Accession Plan, Memo-05
- Orange = FY07 Manpower Accession Plan, Memo-06
- Green = Additional Planning Guidance

Increase FY07: 2,498
 Increase FY08: 5,642
 Increase FY09: 3,484

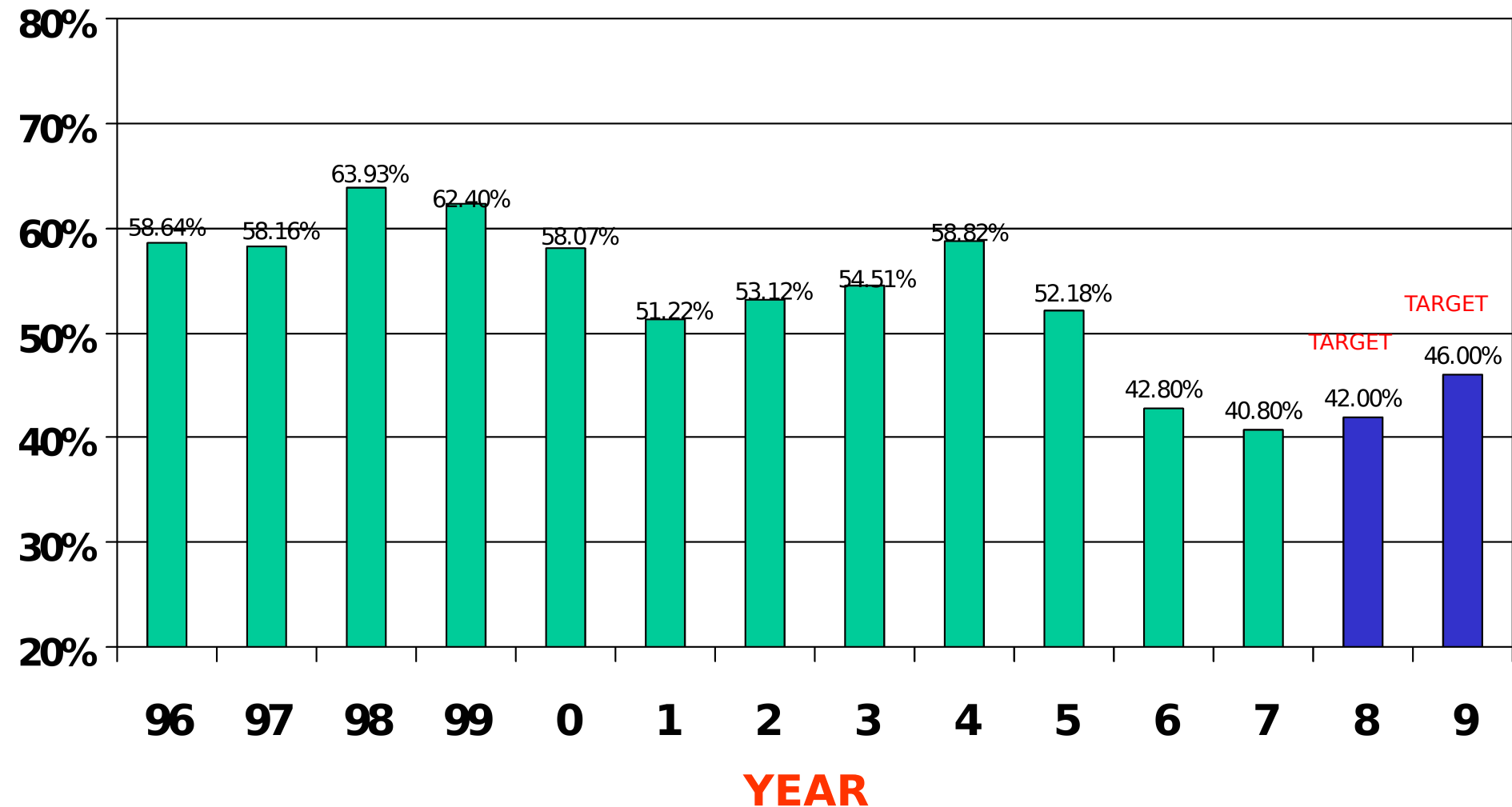
NET NEW CONTRACTS

Net APR = 1.26

FYTD 27 July 07 NNC Achieved
(34,476)

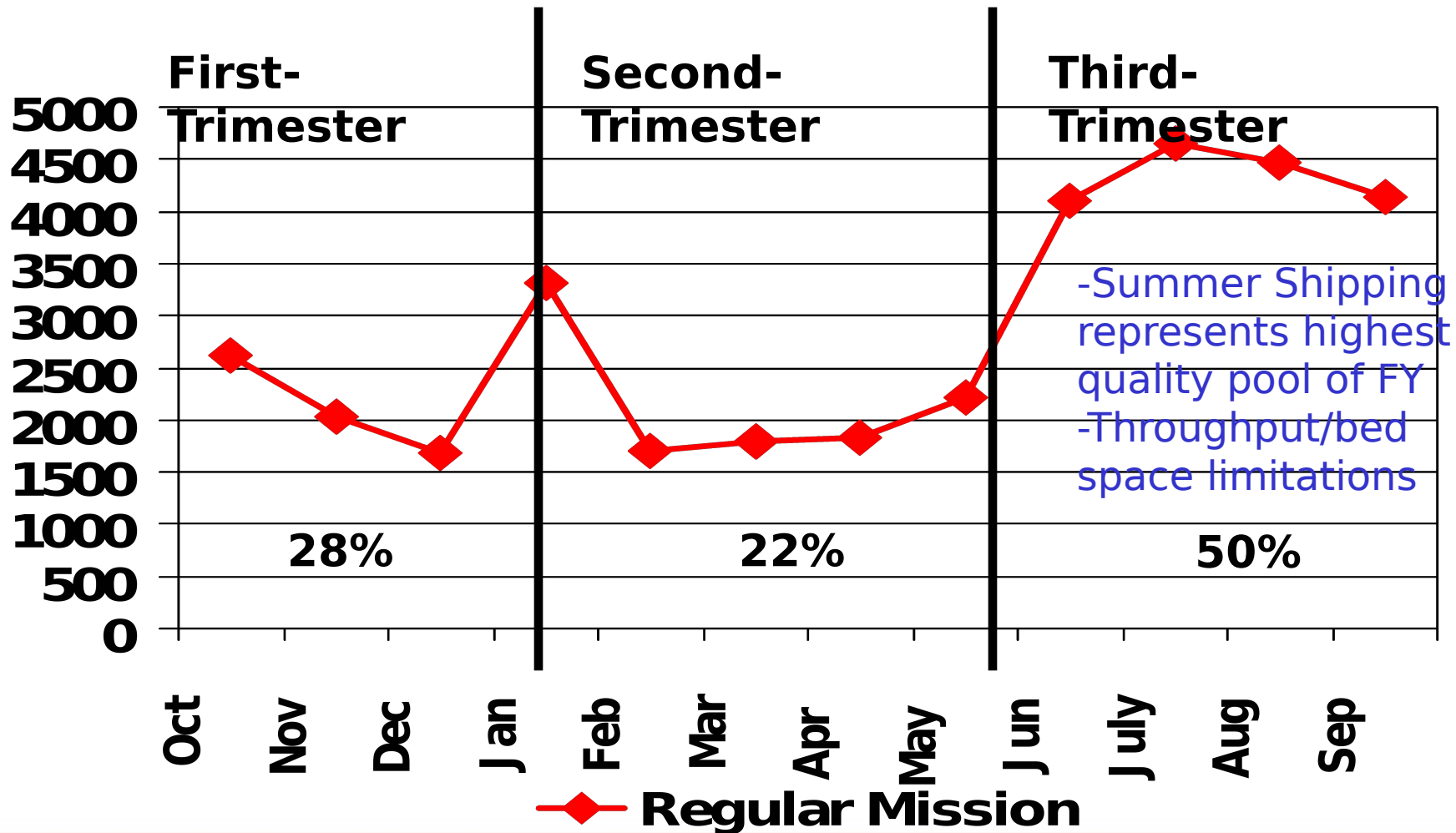


USMC TOTAL FORCE START POOLS

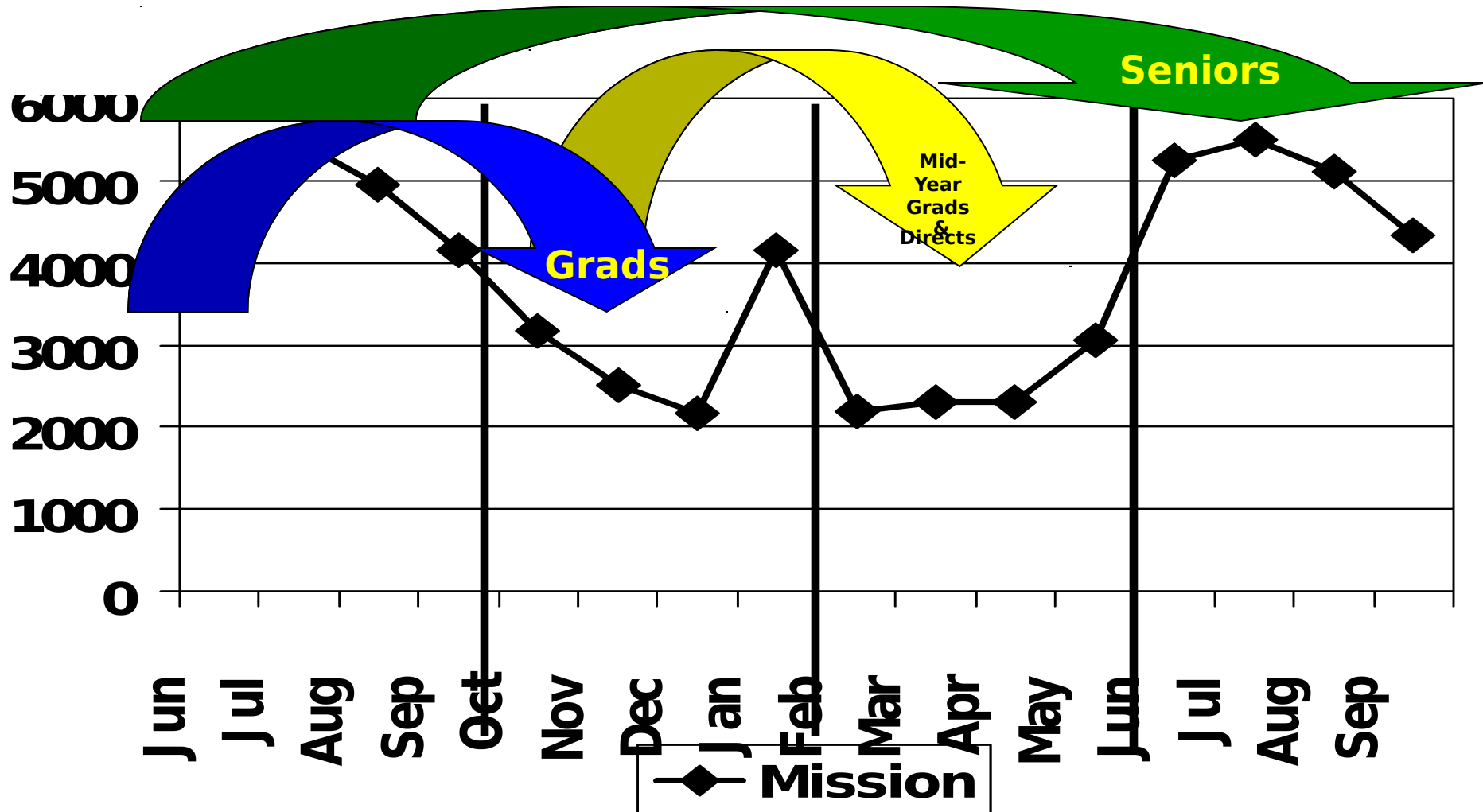


Trimester Phasing

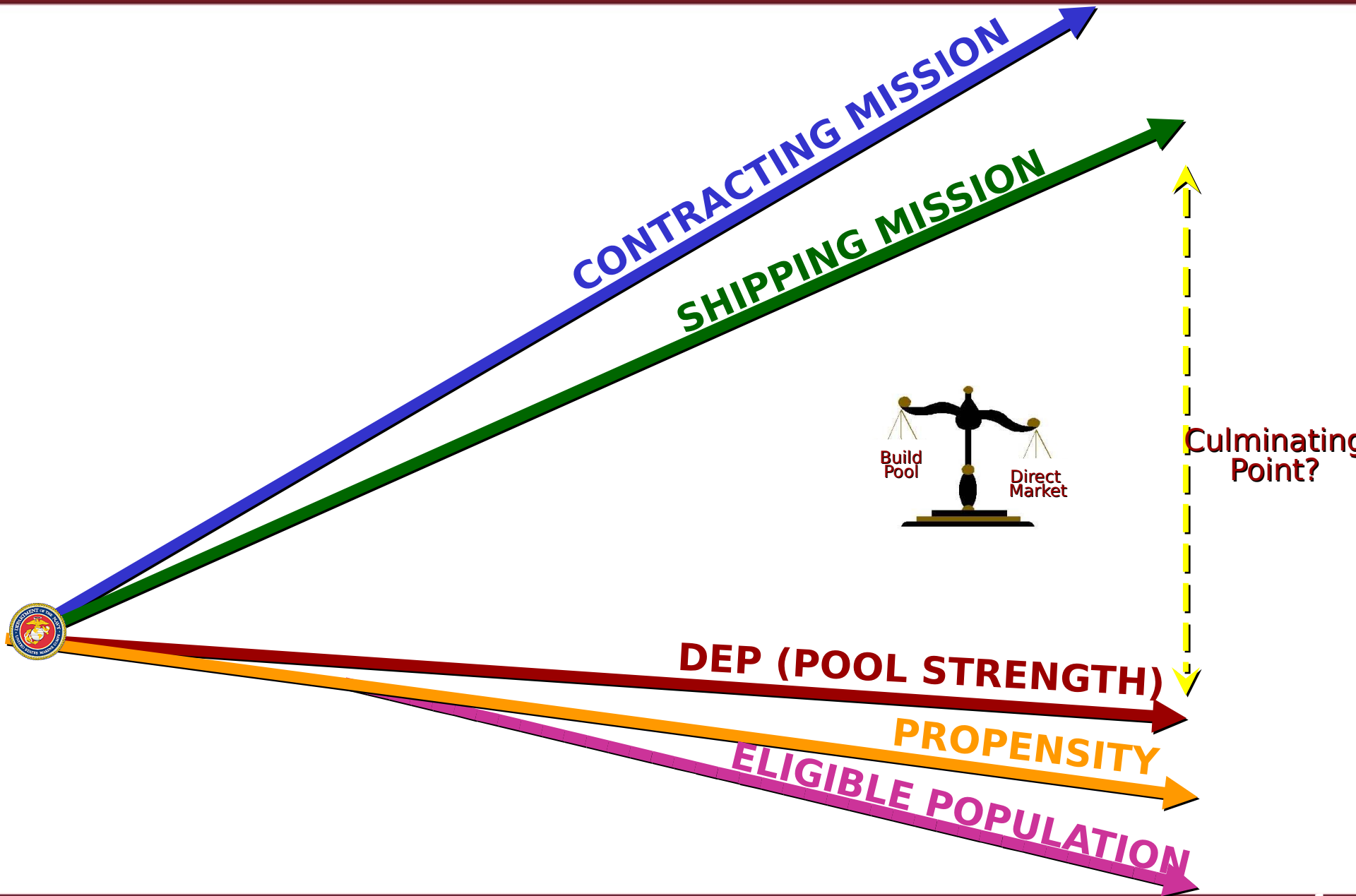
Even Flow Shipping to MCRD



FY08 Deep Battle Shaping Actions

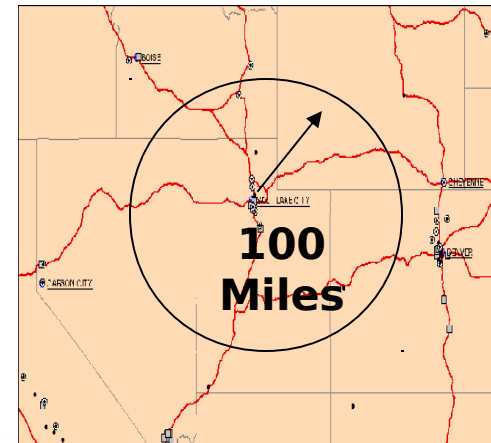


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NON PRIOR SERVICE RESERVE RECRUITING

- Most challenging mission FYTD 07
- Market restricted to geographical restraints
 - Reserve Units depend on specific Recruiting Stations.
 - Reserve Units require specific MOSs
 - Must be within 100 mile radius of I&I
 - Combat Casualties Impact
- Rely upon Reserve Referrals
that enlist and ship



Recruiting “Close Quarters



mba



THE MARINE RECRUITER

- **MCRC's most precious and mission-critical resource.**
- **The “front line troops” in the current recruiting fight across the nation**
- **Continuously in contact...**

RECRUITER'S MISSION

- **Enlist 2-3 new recruits per month.**
- **Ship about 15 recruits per year**
- **Maintain quality standards**
- **Plus seeking clarinet players, Arabic speakers**



RECRUITER

TRAINING

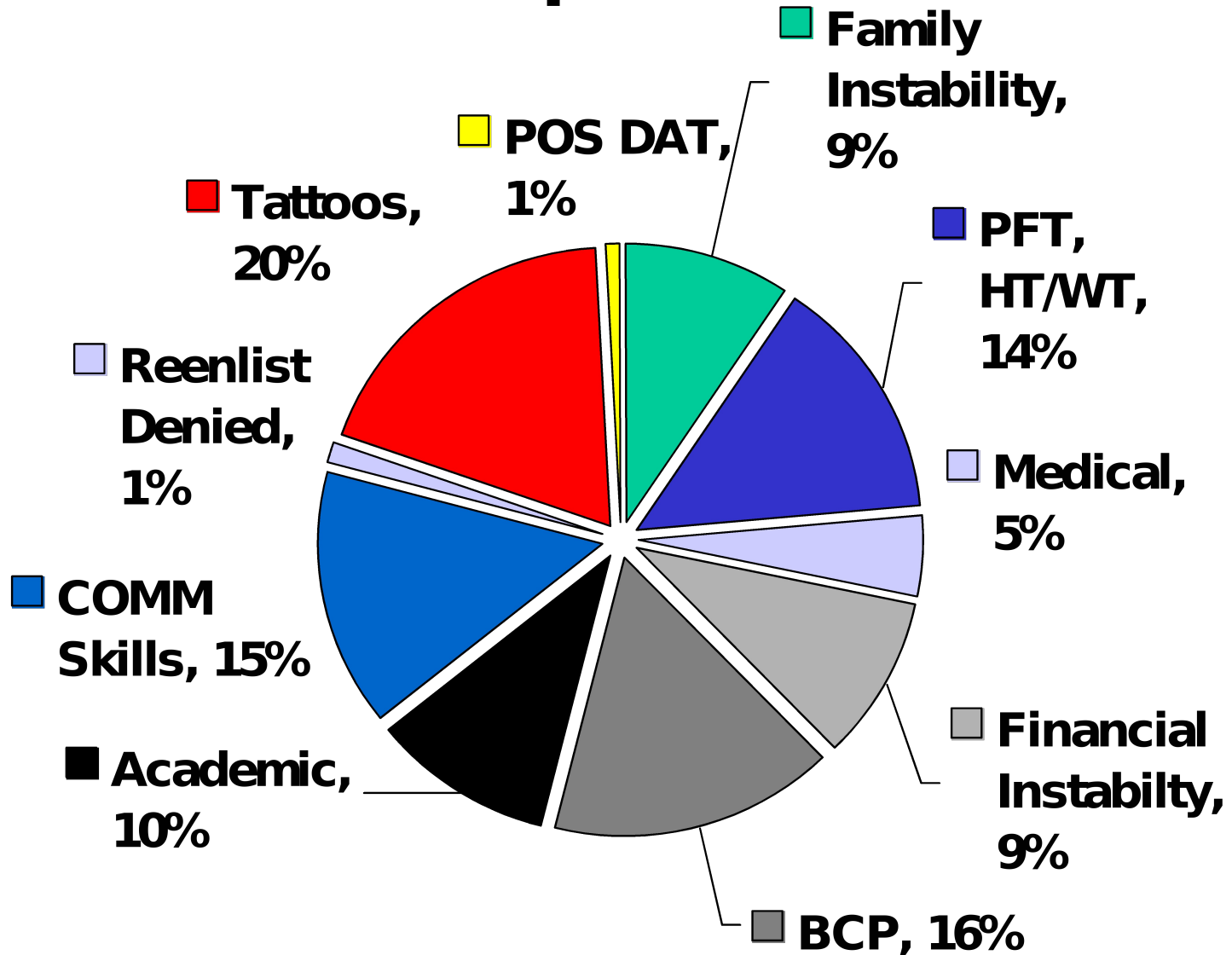
- **7 ½ week Basic Recruiter Course**
- **Takes about 8 months *from* the time a Marine reports to Recruiters School before a “full-up” round**



Basic Recruiter Course

- **6 classes per year**
- **400 “web orders” per class to fill 250 seats**
- **Average 12.3% (28) attrition per class (FY07)**
 - **Non-Compliance = 21 per class**
 - **Academics = 7 per class**

BRC Non-Compliance Attrition



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